

Hi everyone,

There are a couple of new templates that I'd like to bring to your attention and note to Directors, the process for communications plans is slightly different than what I explained this morning.

1. There is a new version of the communications plan template available on PABnet. Please start using the new template immediately. It's for announcements and to accompany materials formally submitted with an MR or RFD. Press Secretaries are to send a draft to Erika Barootes for review 10 days before A&P, Cabinet or Ops and she will coordinate the review from the Premier's Office and PAB. This should help cut down on the number of drafts going around and make it easier to track approvals. No need to re-work plans that are already going through the approvals process, but please ensure any new communications plans are in the new format by Friday, March 8.

2. There is a new template for Premier and MLA key messages. Press Secretaries are to send key messages on emerging issues to Michael Norris with a cc to Stefan Baranski. Note: these are just for Premier and MLAs...so please continue to use whatever template your Ministers prefer if the briefing is for your Minister only. (Briefing binders DO NOT need to be reformatted into the new template.)

3. The news release template has also changed slightly to include a boilerplate at the bottom in support of our new themes. It reads: "Our government was elected to keep building Alberta, to live within its means and to fight to open new markets for Alberta's resources. We will continue to deliver the responsible change Albertans voted for."

We want to focus messaging on "Building Alberta" and we'd like to see announcements and speaking opportunities reflect the themes below:

- We'll Keep Building Alberta by investing in families and communities, including the new roads, schools and health facilities we need;
- Living within our means by challenging every dollar

government spends; and

- Ensuring our resources - especially Alberta oil and gas - get to new markets at a much fairer price.

I'll also take this opportunity to remind you that the templates for communications plans, news releases, information bulletins, media notices, etc will change from time to time, so for each new initiative, rather than working from old copies, please download them from PABnet.

For more information and to see the new templates and processes please go to PABnet or give myself or Jessica Spratt a call to discuss.

Thanks for your help and have a great weekend!

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# Alberta Government **Information bulletin**

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March 15, 2013

## **Include 511 Alberta in your spring break travels**

*Edmonton...* Travellers are flocking to the new [511 Alberta](#) road reports service.

Launched by the Redford government on February 4, [Alberta's Official Road Reports](#) had 28 million web "hits", 720,000 web visits, 82,000 phone calls, and 7,700 Twitter followers during its first five weeks of operations.

"As we enter the spring break and Easter travel season, I encourage motorists to continue using 511 Alberta as their best source for up-to-date road information," said Ric McIver, Minister of Transportation. "511 Alberta is off to a terrific start helping motorists plan their trips and be safe."

Travellers have access to more than 100 highway cameras through the mobile-friendly website at [www.511.alberta.ca](http://www.511.alberta.ca). Interactive maps link to current information on highway conditions, weather information, construction updates, incident reports such as detours and closures, ferry crossing times, national/provincial parks information, and border crossing wait times. The [@511Alberta](#) Twitter feed also provides timely updates.

Similar information is available via phone by calling 5-1-1 toll-free from anywhere within Alberta. Callers have the option of using touch tone or voice command to obtain information.

511 Alberta provided valuable assistance to motorists during recent major storms in southern Alberta and the multiple-day movement of a huge module on Highway 63 to oilsands facilities north of Fort McMurray.

Our government was elected to keep building Alberta, to live within its means and to fight to open new markets for Alberta's resources. We will continue to deliver the responsible change for which Albertans voted.

Up-to-date road information, including traffic delays, is a click or a call away. Call 5-1-1 toll-free, visit [511.alberta.ca](http://511.alberta.ca) or follow us on Twitter [@511Alberta](#) to get on the road to safer travel.

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### **Media inquiries may be directed to:**

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February 8, 2013

## FACT CHECK: Danielle Smith wrong about Alberta Economic Summit

*Edmonton...* In today's Calgary Herald, Wildrose Alliance leader Danielle Smith continued her deliberate misinformation campaign against Premier Alison Redford, the Alberta Economic Summit and the upcoming budget.

**SMITH CLAIMS:** "(Premier Alison Redford) refuses to entertain the notion of slowing down her government's record-breaking spending and can't stop talking about taxes. Whether it's hiking fees, bringing back healthcare premiums, or implementing a provincial sales tax, Premier Redford clearly believes if she only had more money to spend, things would be all right. Which is why it's hard to believe that tomorrow's summit - strategically organized entirely by Redford's political office in Edmonton - will reach anything but that conclusion."

**THE FACTS:** It's the Official Opposition that can't stop talking about taxes. Premier Alison Redford has said repeatedly that there will be no sales tax, or health premium hikes in this budget. The Premier has also said the government will hold the line on spending and that we will live within our means.

Despite Smith's attempt to claim that the Alberta Economic Summit is stacked to come to a pre-determined outcome to increase taxes, some of the "chosen financial experts" participating in high profile roles in the Summit include the Wildrose party's 2012 election campaign manager Tom Flanagan, and Derek Fildebrandt, Alberta director of the Canadian Taxpayers Federation and noted anti-tax crusader.

In addition, every Member of the Legislative Assembly – including all Opposition MLAs - have been invited to participate in the Summit. Each MLA can bring a guest of his or her own choosing to participate. In total, nearly 300 Albertans representing a diverse range of opinions and views will be attending the Summit and all Albertans will be able to participate through social media.

It's not surprising that the Leader of the Official Opposition would taint the Alberta Economic Summit and its participants, while herself showing up to be one of those participants. From one day to the next, Wildrose can't quite get its story straight as was evidenced again yesterday when it was shown that Smith flip-flopped on the MLA pay cut.

Premier Redford was elected to keep building Alberta, to ensure government lives within its means and to fight to open new markets for Alberta's resources. We will continue to deliver the responsible change Albertans voted for.

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